

Driving Force for Continued Innovation

The main driving force for continued innovation in the market competition is also referred to as *disruptive innovation* (Christensen, n.d.). Disruptive innovation terminology was first created by Professor Clayton M. Christensen and describes the innovations that could potentially shift the industry's competitive patterns and could require different strategic approaches.

Big industry players focus on sustaining innovation by enhancing existing products to attract higher-paying customers and ignore the customers that need low-cost alternatives. Per Clayton Christensen (n.d.), disruptive innovation is an innovation that transforms a historically very expensive product to a product that is more affordable, allowing a larger population to have access to it.

There are two distinguished points of view on disruptive innovations: one by Christensen and the other the Gartner Hype Cycle, which provides a view of the technology evolution cycle to help a business see where there are future industry market opportunities